

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 AID-05 CIAE-00 COME-00 EB-07 FRB-01

INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02

CIEP-02 LAB-04 SIL-01 OMB-01 DODE-00 PA-02 PRS-01

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R 152230Z JAN 76

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 8535

UNCLAS OTTAWA 0181

POUCHED AS INFO TO ALL CONSULATES IN CANADA

E.O. 11652: N/A

TAGS: BEXP, CA

SUBJ: FY 1976 COUNTRY COMMERCIAL PROGRAM: SECOND
QUARTER REVIEW

REF: OTTAWA 3896, OCT 14, 1975

1. ALTHOUGH HAMPERED BY LENGTHY POSTAL STRIKE,
CCP PERFORMANCE CREDITABLE DURING SECOND QUARTER,
WITH THREE CAMPAIGNS ON TARGET, TWO CONSIDERABLY
ABOVE, AND THREE BELOW.

2. CAMPAIGNS 2, 7 AND 8 ON TARGET.

3. CAMPAIGN 3 SUBSTANTIALLY ABOVE TARGET WITH
32 TOS SUBMITTED WHEN ONLY 23 TARGETED FOR ENTIRE FY.
CAMPAIGN 4 LIKewise ABOVE TARGET WITH 15 OF 18
TARGETED TOS COMPLETED. VANCOUVER BROUGHT THIS
CAMPAIGN TO CONCLUSION DURING QUARTER AND WILL
CONCENTRATE ON CAMPAIGN 5 DURING THIRD QUARTER.

4. BELOW TARGET WERE CAMPAIGNS 1, 5 AND 6. IN

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CAMPAIGN NO. 1, VANCOUVER'S REPEAT OF FY 1975

TO CAMPAIGN BEING DEFERRED TO LATE-1976 AS
RESPONSES STILL BEING RECEIVED FROM INITIAL
CAMPAIGN, AND POST CONCENTRATING INSTEAD ON AGENCY
AGREEMENTS. SINCE COMMERCE UNABLE ORGANIZE AND
FUND TECHNICAL SEMINAR SCHEDULED FOURTH QUARTER
IN TORONTO, POST DOES NOT FEEL ABLE LOCALLY
ORGANIZE SUCCESSFUL TRADE PROMOTION ORIENTED SEMINAR.
POST PLANS SWITCH RESOURCES IN FOURTH QUARTER TO
QUOTE PROVIDE SUPPORT TO PENNSYLVANIA DEPARTMENT
OF COMMERCE TRADE MISSION AND MINNESOTA DEPARTMENT
OF ECONOMIC DEVELOPMENT NTM CATALOG PRESENTATION UNQUOTE.
BY DECEMBER 31, POSTS REPORTED 6 TO'S IN PROCESS AND
6 AGENCY AGREEMENTS (OBJECTIVES 8 TO'S AND 2
AA'S).

5. CAMPAIGN 5. VANCOUVER BEGINNING JANUARY 12
INTENSIVE DIRECT TELEPHONE APPROACH (USED SO
SUCCESSFULLY LAST QUARTER IN CAMPAIGN 3). TORONTO
REQUESTS FOLLOWING CHANGES TO GET CAMPAIGN OFF GROUND:
(A) THIRD QUARTER: COMMERCE TO FURNISH DETAILED
PRODUCT LISTINGS. THESE WOULD CONSIST OF PRODUCT
LISTS PREPARED BY OIM IN CONNECTION WITH MARKET
RESEARCH ALREADY PERFORMED FOR FOLLOWING SHOW THEMES:
MODERN MERCHANDISING; PLANT SECURITY EQUIPMENT;
ADVANCED BUSINESS EQUIPMENT; (B) FOURTH QUARTER:
PREPARE AND DISTRIBUTE TO QUESTIONNAIRES BASED ON
FOREGOING LISTS. TWO TO'S AND 8 AA'S DEVELOPED
AGAINST TARGETS OF 9 TO'S AND 3 AA'S.

6. CAMPAIGN 6. VANCOUVER REPORTS TOTAL LACK OF
PROGRESS THIS CAMPAIGN AFTER PERSONAL VISITS TO
28 IDENTIFIABLE FIRMS; THEREFORE, PLANS DROP
CAMPAIGN AND DEEVOTE RESOURCES TO CAMPAIGNS 2 AND 5
IN THIRD QUARTER UNTIL NEW PRODUCT CATEGORY
DECIDED UPON. TORONTO CAMPAIGN DELAYED BY POSTAL
STRIKE, BUT 78 TO QUESTIONNAIRES MAILED AND 17
RESPONSES BEING PROCESSED. 140 TELEPHONE CONTACTS
MADE TO PROMOTE SAN FRANCISCO FOOD PROCESSING SHOW
AND 22 EXHIBITORS LISTS DISTRIBUTED AS RESULT.
SUGGEST ADD FOR FOURTH AND FIFTH QUARTERS
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TORONTO: PROMOTE CANADIAN ATTENDANCE AT FOOD AND
DAIRY EXPOSITION 76, ATLANTIC CITY AND PACKAGING
WEEK USA EXPOSITION, CHICAGO. JOHNSON

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